

AMENDMENT TO THE ABSTRACT:

Please amend the Abstract of Disclosure to read as follows:

--Web-based consumer product marketing communication network enabling a manufacturer's brand management team to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks (MMVKs) along the fabric of the World Wide Web (WWW), including the online and physical retail point of sale (POS). Each MMVK has a plurality of programmable display modes for displaying a plurality of consumer product information (CPI) resources to the web browser of the consumer. The Web-based consumer product marketing communication network includes subsystems for programming the MMVK display modes. By virtue of the present invention, product management teams can deliver to consumers with improved consistency, composite brand images for registered consumer products that are marketed by the manufacturer, and sold on a retailer's ecommerce Web site and/or in its physical stores.--